

ABSTRACT OF THE DISCLOSURE

Liquid pressure transfer capable of applying a decorative pattern to a loop-like workpiece with satisfactory reproducibility. The workpiece is immersed in a transfer liquid to apparently cut crosswise by a surface of the transfer liquid at a transfer initiating site. Also, the workpiece is substantially concurrently contacted on a circumference of a section thereof taken substantially in a thickness direction thereof with a transfer film at the transfer initiating site. The workpiece is shifted at the transfer initiating site so as to be continuously immersed in the transfer liquid in a longitudinal direction of the workpiece while an attitude of immersion of the workpiece is maintained. At least one of the workpiece and transfer film is transferred during the immersion. Thus, a portion of the transfer film which has not yet been used for transfer printing is fed so as to surround the whole circumference of the section of the workpiece, to thereby ensure transfer of the transfer pattern to the surface of the workpiece.